Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1.(Currently Amended)   A method of graphically representing clickstream data of a shopping session on a network comprising:

extracting one or more shopping sessions from one or more Web server logs of one or more Web server systems of one or more online stores;

deriving one or more micro-conversions from the one or more shopping ~~sessions;~~ sessions, the micro-conversion comprising a shopper's conversion from one shopping step to another; and

graphically representing clickstream data from one or more micro-conversions in a first visualization, the first visualization comprising at least three axes representing shopping steps and one or more lines that each correspond to at least one said shopping session, at least one of the one or more lines intersecting less than all of the axes and terminating at the axis wherein the at least one said shopping session ends~~;~~

~~graphically representing one or more variations of the clickstream data in at least one alternate visualization in response to a request;~~

~~storing at least one of the first and the alternate visualizations in at least one computer memory;~~

~~retreiving at least one of the first and the alternate visualizations from the at least one computer memory; and~~

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~~graphically comparing at least two of the first and the alternate visualizations~~

~~retreived from the at least one computer memory~~.

2.(Cancelled)

3.(Currently Amended)   A method, as in <u>claim 1</u> ~~claim 2~~, where the shopping steps include a product impression that is a view of a hyperlink to a Web page presenting one of a product and service, a clickthrough that is a click on the hyperlink and view of the Web page, a basket placement that is a placement of the one of the product and service in a shopping basket, and a purchase that is a purchase of the one of the product and service.

4.(Previously Amended)   A method, as in claim 1, where the clickstream data is a collection of micro-conversions of one or more shoppers for at least one of products and services sold in at least one online store.

5.(Currently Amended)   A method, as in claim 1, where the first visualization comprises a parallel coordinate system and one or more extension components including one or more parallel axes of sequential events, one or more dependent variable values of timestamps, ~~one or more dropouts of polygonal lines,~~ one or more filters, one or more categorizers, and one or more hyperlink associations.

6.(Previously Amended)   A method, as in claim 5, where the parallel coordinate system comprises a series of parallel lines that are placed equidistantly, each parallel line

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representing a specific dependent variable and dependent variable values being plotted

along a respective axis, and an independent variable that is represented by polygonal lines

connecting the corresponding dependent variable values.

7.(Original) A method, as in claim 5, where the parallel axes of sequential events is an

assignment of a series of sequential events to parallel lines in a parallel coordinate

system.

8.(Previously Amended)   A method, as in claim 7, where the sequential events

include at least one of the following: one or more steps of shopping in one or more stores,

one or more product development steps, and one or more service development steps.

9.(Original) A method, as in claim 5, where the dependent variable values of timestamps

is an assignment of timestamp values as data points to a series of sequential events that

are assigned to the equal number of parallel axes in a parallel coordinate system.

10.(Cancelled)

11.(Previously Amended)   A method, as in claim 5, where the filter is a means to

select one or more groups of polygonal lines viewed in the parallel coordinate system.

12.(Previously Amended)   A method, as in claim 5, where the categorizer is a parallel

axis in the parallel coordinate system for categorizing polygonal lines in the system.

13.(Previously Amended)   A method, as in claim 12, where the categorizer includes at

least one of the following: referrer Web sites of sessions, internet service providers of

sessions, lengths of sessions, methods used to find product information by session,

methods used to find service information by sessions, products viewed, services viewed,

items placed in a shopping cart, items purchased by sessions, time points of sessions,

geographic regions where sessions originate, age, sex, education, and income of session

originators, sales history of owners of sessions, and Web page patterns accessed by one

of sessions and owners of sessions.

14.(Currently Amended)   A method, as in claim 5, where the hyperlink association is

association of at least one hyperlink with the ~~polygonal~~ line representing a session, and

the ~~polygonal~~ line comprises a hyperlink to a Web page that provides additional

information of the session.

15.(Currently Amended)   A method, as in claim 1, wherein at least the first

visualization represents, via dropouts of one or more ~~polygonal~~ lines, where the online

store loses customers.

16.(Currently Amended)   A method, as in <u>claim 22</u> ~~claim 1~~, wherein the at least one

alternate visualization comprises a filter for selecting at least one group of sessions.

17.(Currently Amended)   A method, as in <u>claim 22</u> ~~claim 1~~, wherein the at least one

alternate visualization comprises sessions of different shoppers categorized by one or

more values of a categorizer axis, as compared to the first visualization.

18.(Previously Amended)   A method, as in claim 1, further comprising displaying

additional information of one or more sessions on at least one Web page by using at least

one hyperlink association

19.(Currently Amended)   A method, as in <u>claim 22</u> ~~claim 1~~, further comprising

displaying a stored visualization representing a first time and a stored visualization

representing a second time.

20.(Currently Amended)   A method, as in <u>claim 22</u> ~~claim 1~~, further comprising

modifying at least one of Web design, navigation paths of the online store, advertisement

banners, product layouts, service layouts, marketing and merchandising based on at least

one of the visualizations.

21. (Cancelled)

22. (New)   The method of claim 1 further comprising:

        graphically representing one or more variations of the clickstream data in at least

one alternate visualization in response to a request;

storing at least one of the first and the alternate visualizations in at least one

computer memory;

retrieving at least one of the first and the alternate visualizations from the at least

one computer memory; and

graphically comparing at least two of the first and the alternate visualizations

retreived from the at least one computer memory.

23. (New)   A method of doing business on a network comprising:

receiving over a network data relating to a virtual path that one or more potential

customers followed through one or more online stores; and

as part of a business transaction, providing a user with means to visualize the

virtual path, wherein the means to visualize comprises a graphical representation of the

virtual path as a line that intersects axes representing steps along the virtual path, the line

terminating prior to intersecting all of the axes.

24. (New)   The method of claim 23 wherein the line terminates at a point that the one

or more potential customers exited the one or more online stores prior to making a

purchase.

25. (New)   The method of claim 23 further including:

receiving over the network data relating to a second virtual path that one or more

other customers followed through one or more online stores; wherein the means to

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visualize further comprises a graphical representation of the second virtual path as a

second line that intersects all of the axes.

26. (New)   The method of claim 23 wherein the graphical representation further

comprises a hyperlink associated with the line that links to a Web page for displaying

additional information of the virtual path.

27. (New)   The method of claim 23 further comprising providing the user with one or

more filters by which to dynamically change the graphical representation.

28. (New)   The method of claim 27 wherein the filter dynamically changes the

graphical representation based on at least one of the following aspects of the virtual path:

heirarchical browsing, keyword search, parametric search, and recommendations.

29. (New)   The method of claim 23 wherein the graphical representation is provided

to the user over a network.

30. (New)   A system that operates to provide a service to a user, the service

comprising providing a graphical display of clickstream data received over a network, the

clickstream data representing a virtual path that one or more third parties followed

through the internet, the graphical display comprising axes that represent points along the

virtual path and a line that represents the virtual path that is plotted against the axes but

that crosses less than all of the axes.

31. (New)   The system of claim 30 wherein one of the axes represents product

purchase and the line terminates prior to crossing the product purchase axis.

32. (New)   The system of claim 30 wherein the clickstream data further represents a

second virtual path that a separate one or more third parties followed through the internet,

and wherein the means to visualize further comprises a graphical representation of the

second virtual path as a second line plotted against the axes.

33. (New)   The system of claim 30 wherein the graphical display further comprises a

hyperlink associated with the line that links to a Web page for displaying additional

information of the virtual path.

34. (New)   The system of claim 30 wherein the service further comprises providing

one or more filters that may be used to dynamically change the graphical display.

35. (New)   The system of claim 34 wherein the filter dynamically changes the

graphical display based on at least one of the following aspects of the virtual path:

heirarchical browsing, keyword search, parametric search, and recommendations.

36. (New)   The system of claim 30 wherein the graphical display is provided to the

user over a network.